

PREPAID MONETARY CARD FOR INCENTIVIZING RETURN CUSTOMERS

Abstract of the Disclosure

A system and methods are disclosed for incentivizing a customer to purchase goods and/or services at a later date through the use of a promotional purchase card. Some of the disclosed embodiments also gather consumer survey information for the customer. The card acquires value only after activation criteria have been satisfied, which may, by way of example, include a predetermined passage of time or the completion of one or more survey questions by the customer. The purchase card generally resembles a credit/debit card, having a sponsor name and logo, a card number, and a magnetic strip on the back of the card. In one embodiment, a retail store contracts with a promoter for a promotional purchase-card service comprising performing a promotion within the retail store. The promotional purchase-card service comprises selecting customers suitable for receiving the promotional purchase card that encourages the customers to answer one or more survey questions.

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